

British Candy Bar Making Debut Here

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a candy bar which Britons eat by the millions and is the biggest seller in the world will soon be available in the St. Louis area to help satisfy the sweet tooth of young and old alike.

Called Kit Kat, Philip Morris Inc. has chosen St. Louis as one of its test

markets for this product. IF SUCCESSFUL THIS British candy bar will be introduced nationally and eventually produced in this country.

It is a chocolate bar with cookie like wafers inside.

Heading the test market campaign is Edward C. Harris, a former St. Louisan and product director of the Gum and Confections division of Philip Morris.

HE SAID ST. LOUIS was chosen to test this product because of its large variety of

outlets and its diversified market of consumers.

Harris said candy bars Americans eat today are still those they enjoyed as kids, the reason being the candy industry, traditionally, does not engage in large-scale consum-

bar.

The candy bar distribution in St. Louis will be handled by the Reichardt-Rosen Brokerage Co., food brokers.

Manufactured by Rowntree & Co. Limited, York, England, Kit Kat has become quite a product in that country.

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er promotion of new products.

He added that this is one reason Philip Morris has decided, for the first time, to enter the candy field.

"SOAP AND detergent products have grown faster than candy products because their virtues have been extensively touted," Harris said. It's his feeling that if Americans can be persuaded to wash a shirt that has been worn only once, they can be persuaded to eat a new candy

"IN ENGLAND during the tea breaks, when the carts come around, they do not contain sweet rolls but do have Kit Kat's," Harris said. "We are not trying to replace pastry but feel the candy bar has a lot of this potential."

He added that today a candy salesman has a hard time trying to persuade his buyers to stock a new brand which is not backed with consumer advertising. Hence, the customer buys the traditional bars.

"We want to put a mouse trap at every door," Harris said, "we want everyone to know of us, taste our product, and be able to buy it almost anywhere."



Harris

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